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## Lumber Market Reports

### Northern

Sawmills in areas having predominantly whitewood growing stocks are plotting production strategies for winter. Demand is good for Hard Maple, but interest in most other whitewoods is static, if not lethargic; there are concerns if markets can absorb production increases later this year and into 2018. These mills must determine their commitment to building log inventories at the risk of facing weak markets for certain species or potential disruptions to production. It is a dilemma, but it is not a new dilemma. In areas having a wider variety of growing stocks, sawmill operators have more options. It is expected green lumber will be high this winter, as business for Red Oak, White Oak, and Ash is projected to be solid for some time. Furthermore, sales companies indicate kiln dried markets are holding up well. For all areas of the North, industrial lumber and timber markets have improved significantly the past two months. Most tie quotas have been eased. Higher softwood prices and shortages have increased demand for hardwood pallet cants and lumber.

### Southern

There is always a push heading into November and December to fill existing kiln dried orders and book business for the first part of the coming year. This year is no exception. However, many sales operations indicate filling orders could be difficult. For one, obtaining trucks is challenging. Two, order files are deeper than they have been in years. Green lumber markets are challenging during the Thanksgiving and Christmas holidays as well. Timing production to customers' downtime is difficult and requires a solid relationship between vendors and end users. As with kiln dried lumber, activity is steady to robust for sawmill output of green lumber, including industrial timber products.

### Appalachian

In general, log decks are slightly below normal for this time of year, though reports vary across the region. Some mills say they are almost empty, and others report log inventories are quite high. The low overall log inventories are widely blamed on increasing log exports to China, although contacts acknowledge wet weather constrained logging activity for much of this year. Sawmills are selling more Red and White Oak logs or storing them for winter. Consequently, production is off for Oak and relatively high for other species, including Poplar and Hard Maple. Mills are sawing as much Ash and Cherry as log supplies will allow, though are generally unable to keep up with demand. Sales of high production thicknesses of Red Oak and White Oak are steady in most markets and strong in China and Vietnam. Only a handful of species are regularly described as weak by sales contacts, with Basswood mentioned often. Markets for pallet cants and crossties have regained some momentum lost over the last few months and show no sign of slowing.

(Source: Condensed from *Hardwood Market Report*, August 4, 2017. For more information or to subscribe to *Hardwood Market Report*, call (901) 767-9216, email: [hmr@hmr.com](mailto:hmr@hmr.com), website: [www.hmr.com](http://www.hmr.com))

Hardwood Lumber Prices - Green												
Species	FAS				#1C				#2A			
	11/17	8/17	5/17	2/17	11/17	8/17	5/17	2/17	11/17	8/17	5/17	2/17
Ash	1020	1020	1000	945	700	675	650	590	390	360	340	325
Basswood	790	800	815	830	450	460	485	485	225	240	260	260
Cottonwood	780	780	780	780	575	560	560	560	260	260	260	260
Cherry	1350	1230	1125	1055	860	770	700	690	475	420	385	385
Elm	650	650	650	650	420	420	420	420	290	300	300	300
Hackberry	530	530	530	530	480	480	480	480	295	295	295	305
Hickory	880	860	820	820	580	550	525	525	425	395	385	385
Soft Maple	1245	1265	1265	1305	805	845	795	795	480	480	470	470
Red Oak	1115	1095	1095	1160	810	785	785	755	520	500	500	500
White Oak	1560	1605	1630	1655	920	785	875	860	505	500	505	505
Walnut	2750	2600	2515	2515	1560	1400	1325	1300	910	765	750	715

Note: Lumber prices quoted in \$/MBF, average market prices FOB mill, truckload and greater quantities, 4/4, rough, green, random widths and lengths graded in accordance with NHLA rules. Prices for ash, basswood, northern soft grey elm, unselected soft maple, red oak and white oak from Northern Hardwoods list. Prices for cottonwood and hackberry from Southern Hardwoods list. Prices for cherry, hickory and walnut (steam treated) from Appalachian Hardwoods list. (Source: *Hardwood Market Report (HMR)*, above prices are from the 1st issue of the indicated month. To subscribe to HMR, call 901-767-9126; email hmr@hmr.com; or go to www.hmr.com.)

Hardwood Lumber Prices - Kiln Dried												
Species	FAS				#1C				#2A			
	11/17	8/17	5/17	2/17	11/17	8/17	5/17	2/17	11/17	8/17	5/17	2/17
Ash	1490	1470	1470	1420	1130	1085	1040	980	780	745	700	645
Basswood	1180	1180	1200	1200	725	725	760	760	485	525	485	485
Cottonwood	1025	1025	1005	980	770	770	750	730	----	----	----	----
Cherry	2100	1850	1740	1715	1440	1270	1150	1150	970	780	700	680
Elm	----	----	----	----	----	----	----	----	----	----	----	----
Hackberry	----	----	----	----	----	----	----	----	----	----	----	----
Hickory	1500	1490	1470	1470	1080	1040	1020	1030	910	840	800	800
Soft Maple	1660	1755	1755	1755	1215	1215	1185	1185	810	810	785	800
Red Oak	1650	1610	1610	1610	1340	1340	1280	1220	1000	980	930	845
White Oak	2175	2250	2275	2300	1560	1560	1520	1475	1070	1070	1015	1000
Walnut	4160	4070	4070	4070	2625	2425	2250	2175	1740	1590	1470	1400

Note: Kiln dried prices in \$/MBF, FOB mill, is an estimate of predominant prices for 4/4 lumber measured after kiln drying. Prices for cottonwood and hackberry from Southern Hardwoods list. Prices for ash, basswood, northern soft grey elm, unselected soft maple, red oak, and white oak from Northern Hardwood list. Prices for cherry, hickory and walnut (steam treated) from Appalachian Hardwoods list. (Source: *Hardwood Market Report (HMR)*, above prices are from the 1st issue of the indicated month. To subscribe to HMR, call 901-767-9126; email hmr@hmr.com; or go to www.hmr.com.)

Pallet Lumber - Green				
Dimension	11/17	8/17	5/17	2/17
4/4 x RW	245	245	245	255
5/4 x RW	290	290	290	290
6/4 x RW	315	315	315	315
4/4 x SW	340	330	330	330
5/4 x SW	365	365	365	365
6/4 x SW	380	380	380	380

Ties (7x9) - Green				
Region	11/17	8/17	5/17	2/17
<i>Crossties</i>	----	----	----	----
Northern - 8.5'	24.5-27	24.5-27	24.5-27	25-27.25
Appalachian (South) - 8.5'	24.5-28.25	24-28.25	24-28.25	24.5-29
Appalachian (North) - 8.5'	24.5-28	24-28	24-28	24.5-28.75
Southern (West) - 9'	24.5-30	24-30	24-30	26.5-32
Southern (East) - 8.5'	23.5-29.25	23-29.25	23-29.25	26-30.5

Note: Pallet lumber prices quoted in \$/MBF, average market prices FOB mill, truckload and greater quantities, rough, green, random widths and lengths graded in accordance with NHLA rules. Tie prices quoted in \$/piece, average market prices FOB mill. Prices for pallet lumber from Northern Hardwood list. Prices for ties from the respective regional lists. (Source: *Hardwood Market Report (HMR)*, above prices are from the 1st issue of the indicated month. To subscribe to HMR, call 901-767-9126; email hmr@hmr.com; or go to www.hmr.com.)

# Tribal Walnut Timber Harvesting Expanding in Nebraska

By Anthony Crill, *Bureau of Indian Affairs*

The Winnebago and Omaha Reservations lie at the western edge of the range of the Central Hardwood Forest along the border of Nebraska and Iowa. Forested areas are located primarily in the eastern one-third of the reservations. The forest resource can be separated into three zones, or landscape features, each with distinct land topography and vegetative cover types. The three zones are described as the Missouri River Bottomlands, the Missouri River Bluffs, and Riparian Corridors further from the river valley.

Black walnut, in particular, has been identified as a species of value among these zones and has been seen to grow well on these sites, particularly in the toe slopes of the bluffs.

Due to past commercial timber activity being somewhat minimal on the Winnebago and Omaha reservation forests, there is a good quantity and quality of black walnut timber still residing. Groups of interns coming from technical colleges from the east have been conducting forest inventory here on the Winnebago and Omaha Reservations for the past few years during the summer months. With funding in place, the plan is to bring in more groups of interns in the coming years to continue this inventory project. This inventory consists of marking, measuring and gathering a GPS point of each black walnut tree within the identified inventory areas. The information gathered from these interns will help with long term species management with the goal of completing inventory across the entire managed timber acres.

## Recent Nebraska Harvests

In October of 2016, a black walnut timber sale named Honey Creek was advertised and sold on the Winnebago reservation. This timber sale was logged in February of 2017. The logging unit contained and identified 243 black walnut trees to be cut on approximately 145 acres, with an estimated volume of 93,036 board feet (bf) of timber, further described as 28,017 bf of veneer grade and 65,019 bf of lumber grade. These cruise volumes were gathered by field crews and estimated not guaranteed. The Bureau of Indian Affairs will follow up with the timber purchaser to acquire more accurate post-harvest volume and grade data on this sale and compare them to our pre-harvest cruise estimates to help gain stronger data for future cruising and grading procedures on this forest. Other commercial timber sales have currently been identified on the Winnebago and Omaha reservations and work is still underway for making these sales available to the market in the near future.

## Black Walnut Reforestation Efforts

Reforestation and seed collection projects for black walnut have also been included in the current and future management objectives. This year projects have identified areas within the sale areas, such as Honey Creek, that now have new openings in areas where timber was cut. These openings are around 1-2 acres in size and follow somewhat of a checker board mosaic in the timber sale area. Active reforestation are being planned due to poor regeneration of walnut because of heavy competition from basswood trees shading out the seedlings and browsing wildlife. The goal is that once planted, these areas will harbor new black walnut trees again since they already show good site indexes and access for management.



NFS district forester Steve Rasmussen discusses and observes the logging of the Honey Creek sale.

# To Influence Buyers, Tell Stories

By Paul Reilly, Reilly Sales Training

Before there were tablets, televisions, or books, people learned from the spoken word. Regardless of race, background, or nationality, humans learned from stories. In fact, several prestigious universities, like Notre Dame and DePaul University, offer story-telling courses in their management programs. We learn through stories.

Facts and figures appeal to our logic, but stories tap into our emotions. Most salespeople can present a logical case for their solution, but purchasing decisions are more than logic, they are emotional. If you just focus on logic, the customer only experiences part of the message.

Many salespeople use case studies to provide the buyer with proof. Case studies are real-life situations where a prospect embraced your solution and experienced documented success as a result of your solution.

Case studies focus on facts and figures. Case studies appeal to the logical side of purchasing. But what about appealing to the emotions? What if you could tell facts and figures but frame them in a story? Rather than presenting a case study, present a case story.

In your next sales presentation, ditch the marketing brochure or bound proposal. Tell a case story instead. Include these four elements in your case story to outline a previous success you have experienced with a customer.

## Context

Context is the backdrop of a story. Context includes the background information that sets the scene. The goal of story context is to paint a familiar picture for the prospective buyer. You want the buyer to feel like the story is about them. Compelling stories are relatable to the listener. Use these questions to create your story context.

- How would you describe the scenario?
- What is the goal of this story?
- What were the characters (customers) trying to achieve?
- How are these characters (customers) similar to the listener (prospect)?

The more details you can share, the more real the

story becomes. Context should draw the listener into the story.

## Characters

Describing the characters helps the buyer put a face with the facts and figures. Characters make it real. Characters help the prospective buyer connect to the story. People connect to people, not facts.

Describe the characters in a way that resonates with the listener. These questions will help you describe the characters (customers).

- What types of characters were involved?
- How did this solution help these characters achieve their goals?
- What happened to the characters throughout the story?

Much like the context of the story, you want the characters to sound familiar. Your prospect should be able to relate to the characters. The more relatable the characters, the more likely the prospect will put himself or herself in the story.

## Conflict

Every great movie or compelling story includes some challenge, problem, pain, or conflict. Detailing the conflict for the prospective buyer will keep them interested. Conflict makes the story real.

Thoroughly describe the problem or challenges the customer was experiencing. Also, describe the downline impact of these problems. For example, the customer has a new wood floor, and there were large scratches in the middle of the kitchen. The scratches span across several boards and it looks horrible. At a recent party, someone commented on the scratches. The homeowner was embarrassed.

In this example, the problem was scratches in the finish. The impact of this problem was the homeowners embarrassment. The impact of the problem is more compelling than the problem itself.

Like the context and characters, the challenge should be familiar to the prospective buyer. The more familiar the challenge, the more real it becomes for your buyer. At this point of the story, the buyer feels part of it.

*(Continued on page 7)*

## Green Star Energy Group, South Sioux City Celebrates Bioenergy Day

On October 17, with media outlets present and the “Green Coats” and “Red Coats” – local economic development champions – in charge of the unveiling, Green Star Energy Group debuted their plans for building Nebraska’s first combined biomass energy and wood pellet manufacturing facility. Producing electricity for the City of South Sioux and torrefied wood pellets, potential replacement fuel for coal power plants, Green Star’s facility will quickly become Nebraska’s largest wood products manufacturing facility.



“We have the opportunity to provide a solution to Nebraska’s forest management and wood waste issues,” says Tony Demir, CEO of Green Star Energy Group. “This facility will provide a market for low-quality wood waste from our forests, while providing economic development and creating jobs in our rural communities.”

Engineered to utilize low-quality feedstock such as redcedar management waste, community tree debris and traditional forest management residues, the Green Star facility is positioned to provide a significant boost to Nebraska’s forest products industry. Demir emphasizes that his facility is about providing opportunity. “We want to grow the local economy, increase jobs – both within the plant and within the forest products industry – and improve the health, sustainability and productivity of Nebraska’s forests.”

## Welcome Kristina Hughes

Industry leaders, partners, and other Timber Talk readers,

The Forest Product Utilization team is growing and introductions are in order! I am Kristina Hughes and I am thrilled to be joining Adam and Heather and the FPU team with Nebraska Forest Service and to be working with all of you.

I recently moved to Nebraska from Colorado with my partner, Daemon, my dog, my cat, and a car full of plants. My partner is from Omaha, so he is happy to be coming home and bringing me with him to the Heartland.

I have been working for the Colorado State Forest Service as their Marketing and Engagement Coordinator for the Utilization and Marketing Program for 6 years. I have enjoyed working closely with forest industry and other partners to keep Colorado forests and rural communities healthy by promoting the wealth of benefits that local wood utilization brings.

I am completely passionate about my work and I am extremely happy for the opportunity to continue working closely with industry here in Nebraska to achieve wonderful things.



# Nebraska Forest Industry Spotlight

## Native Lumber & Sawmill

Native Lumber & Sawmill located near Litchfield, Nebraska, specializes in custom built specialty bar tops and tables. Business owner Rastus Snow explained that he especially enjoyed building different styles of tables. He is particularly proud of one recent table, 42 inches wide and 10 feet long, made with the wood from one tree on the property of a customer's father.

While overseas in 2007, Snow was on base in an Internet café, went on eBay, and bought a Norwood sawmill. Later, while home on leave, he assembled the mill and made some of the first cuts. When he returned home for good, his intention was to continue working with the mill as a hobby. However, he began to receive phone calls with requests and interest in employing his skills. Eventually, he decided that this is what he wanted to do.

Native Lumber & Sawmill does custom milling and produces mainly specialty lumber for sale. Lumber, primarily odd sizes, is often produced from species not readily found elsewhere. As woodworking requests have grown, tables, benches, island tops, bars, and mantles are custom built in the wood shop. A 1920's American Woodworking Machinery Company 12" jointer, 1940's Newman Whitney 24" planer, and 18" Woodmaster planer/molder assist in crafting the pieces of art produced.

The business tries to keep materials locally sourced with the majority of the wood milled and sold coming from within 25 miles of their location.



**For more information contact Rastus Snow, Native Lumber & Sawmill at 308-383-0198 or on Facebook @NativeLumberSawmill**

## Wood Businesses Work to Increase Marketing Skills

The Forest Products Marketing Workshop, held in Kearney on November 9, was an informative experience for participants and NFS staff members alike. Tim Mittan, author and business instructor at Southeast Community College presented "Marketing 101 in 50 Minutes." Along with his comprehensive overview of marketing, he provided participants with a copy of his book, "The Pocket Business Coach: Enjoying and Entrepreneurial Life."

Lisa Tschauner of the Center for Entrepreneurship and Rural Development at UNK provided participants with valuable tools available through the Center. Services and tools offered through the Center include market research studies and free tools for entrepreneurs, financing resources, and business planning resources.

Kristina Hughes of the Nebraska Forest Service and Heidi Garvin of Grow Nebraska presented information on marketing strategies. Online marketing is essential to any business and participants were able to share resources and techniques used such as selling on Houzz, a design, decorating, and home improvement website. We were also able to look at one of the participants' Facebook page and discuss the analytics using the business's posts as examples.

All participants at the workshop received a binder that included a Forest Products Marketing Workbook. In addition to overviews of marketing concepts, the workbook included exercises that business owners can complete to help develop a marketing plan. Worksheets ranged from "Creating Your Online Persona," to "Word Associations." These exercises help business owners create a consistent brand that builds customer loyalty.

One of the biggest takeaways from the workshop was to determine what makes your business unique. Using your business's strengths and distinctiveness can build a customer base, be used in product promotion, and increase your chances of success.

If you'd like information about the Forest Products Marketing Workbook, please contact Heather Nobert at hnobert2@unl.edu or Kristina Hughes at kristina.hughes@unl.edu.

## Tribal Walnut Timber Harvesting Expanding in Nebraska (continued)

### Program Expansion to South Dakota

Along with the Winnebago and Omaha Reservations, other reservations in the Great Plains are now becoming active on their black walnut programs and are showing more interest. Yankton Reservation in South Dakota has started movement on management for some of their black walnut plantations planted roughly 25-30 years ago. These plantations are situated along agricultural edges and are showing good growth characteristics. The Yankton Agency is currently planning for black walnut pruning on these plantations in the late winter, or early spring of 2018. The objectives are to prune these plantations to promote better form and growth potential for future health and commercial value. Yankton Reservation still has a lengthy time frame before becoming a commercial black walnut program, but with current objectives being pursued for pruning, new areas being identified for planting along with close management, the reservation should hold some successful future black walnut prospects.

*The Bureau of Indian Affairs appreciates the close partnership, mentoring and advice from the Nebraska Forest Service, namely Northeast District Forester Steve Rasmussen, for the support that has been given to the bureau and tribal programs in facilitating the black walnut programs here in the Great Plains Region. Our goal is to keep these current working relationships active and also to build new relationships in the future with other state, federal, tribal and private entities in the management of these forests and others.*

*Any questions, comments, and concerns can be directed to Anthony Crill, Forester, at (402) 878-2502, or by email at [anthony.crill@bia.gov](mailto:anthony.crill@bia.gov).*

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## To Influence Buyers, Tells Stories (continued)

### Results

Detail the experiential outcomes of your solution. This is detailing how your customer lived happily ever after. Did the character save time or money? Were you able to offer a better overall solution to your customer? In this phase of the case story, you are articulating the value proposition. This is what the customer gained by embracing your solution.

Also, detail how the characters were personally affected by implementing your solution. Did your solution help the buyer achieve an outcome? When you hear a story, you want the key characters to succeed. Include the character's personal win in the story.

The results section of the story is the only unfamiliar part of the story to the prospective buyer. It is unfamiliar because they have yet to experience the same results of the case story. If the buyer feels part of the story, they will want the same end results as the customer in the story. The only way the prospective buyer can live happily ever after is to purchase and experience your solution.

Decision makers will remember a story long after the facts are forgotten. Stories live forever. Fundamentally, it is how we learn. Facts provide the logic behind decisions, but stories inspire us to change. Facts tell, but stories sell.

*Paul Reilly is president of Reilly Sales Training, a St. Louis-based, privately owned company that specializes in training sales professionals, sales managers, and service professionals. Reilly Sales Training offers public seminars, in-house sales training programs, and hiring and training assessments. For additional information on training programs, call or email Paul at 636.778.0175 or [paul@reillysalestraining.com](mailto:paul@reillysalestraining.com). You can also visit [reillysalestraining.com](http://reillysalestraining.com) and sign up for his free newsletter.*

# Trading Post

The Trading Post is provided as a free marketing service for forestry industry. Only forestry-related advertisements will be accepted. Please submit written ads to the Timber Talk editor at least 15 days before scheduled Timber Talk publication dates. Ads may be edited to meet space constraints.

## For Sale

Sawmill. Mighty Mite bandsaw. 20 HP electric motor, tandem axles w/ brakes on one axle, 36" x 24' log capacity, (have cut 46" beams) hydraulic operation includes winch, knees, taper, near arm, dogging arms, far arm, dogging spike, log loading arms, and electric clutch and blade lift. Includes automatic blade sharpener, setting machine, 12 used blades and 4 new blades. Excellent condition. Never been used commercially. \$17,500. Contact: Gary Fisher, Crawford, NE. Phone: 308-665-1580; email: fisher@bbcwb.net.

Walnut Lumber. All dimensions. \$3.00 per board foot. Falls City, NE. Contact: Bruce Walker at 402-245-2031.

Dehumidification Kiln. Complete dehumidification kiln with Nyle drying system. Includes insulated kiln chamber (22.5' x 8' x 8' retrofitted produce container), digital kiln controls, wet and dry bulb thermometers, internal air flow system, directional fans, hanging ceiling baffles, some powered external exhaust fans, and internal rail system for loading entire kiln packages onto rail cart and rolling the charge into the kiln. Drying package size is approx. 6' wide x 5' tall x 20' long. \$4,900. Contact Brian Schwaninger, Big Red Sawmill, 402-525-2095.

## Services and Miscellaneous

Woodshop Services. Millwork made from your lumber on my planer/molder. Chris Marlowe, Butte, NE 402-

775-5000. Marlowepasture@nntc.net.

Sawmill Service and Supplies. Saw hammering and welding. Precision knife and saw grinding. Contact: Tim Schram, Schram Saw and Machine, PO Box 718, 204 E. 3rd St., Ponca, NE 68770, 402-755-4294.

Used Portable Sawmills. North America's largest source of used portable sawmills and equipment. Contact: Sawmill Exchange, 800-459-2148, website: www.sawmillexchange.com.

## Wanted

Wood Residue. Slab wood, cutoffs, sawdust, mulch, bales, etc. Lincoln, NE. Call Scott Hofeling at 402-432-0806 or email scott@hofelingenterprises.com.

Logs and Slabwood. Cottonwood, cedar and pine. 4-26" diameter and 90-100" lengths. Below saw grade logs acceptable. Contact: American Wood Fibers, Clarks, NE at 800-662- 5459; or email: Pat Krish at pkrish@AWF.com

Cottonwood Logs. Veneer-quality cottonwood logs, 16-36" diameter, 7' and longer. Pick up service available. Contact: Barcel Mill & Lumber, Bellwood, NE 68624. Ask for Barton or Megan. Phone: 800-201-4780; email: bj@barcelmill.com.